

# Home Sellers Guide

Compliments of **Lalena Witherington**

## Preparation Tips

The moment you start thinking about selling your house, you should start preparing it to become more appealing to a buyer. Here are some simple tips to get you started:



- Tidy up and do a deep clean.
- Get rid of items you no longer use, like old clothes, toys, books, etc. Consider donating items or have a garage sale.
  - A coat of fresh white or neutral colored paint in the main rooms can be quite advantageous, but if you aren't up for it, no worries.
  - Spruce up your curb appeal. Make sure your lawn is cut, and weeds are pulled from your front garden bed. A fresh batch of mulch adds a great touch, and allows potential buyers to use their imagination about what they could plant there.
- Sweep or use a leaf blower to make sure sidewalks, porches and entryways are clear of dirt and leaves. That will help to prevent dirt being tracked in as potential buyers view the property.

## Things to Consider

- When I sell my house, where will I move to?
- Do I need to sell my house before I can move? (do I need the proceeds from the sale to fund my move)

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- What are the important factors that determine where I will move to?
- Do I have money for a downpayment on a new home, if I move before my current house sells?
- How much am I comfortable paying for a monthly mortgage or rent payment for my future home?
- Do I plan to buy my new home with cash proceeds when my current house sells?
- If I plan to stay in my house until it sells, what is my availability to allow Realtors to show potential buyers my house?
- If I have pets, what will I do with my pets when potential buyers want to tour my house?

## Next Step

Call your Real Estate Agent! If you do not have one that you know and trust, start asking around to your friends and family, co-workers, fellow members of clubs or organizations you may be a part of. People will be honest about their experience, and will not likely refer you to an agent whom they did not have a great experience with. Do your own research as well. A great Real Estate Agent does not have to be one that has been in the industry for a long period of time. But you should look for someone who is knowledgeable about the area, and able to provide you with important information in a timely manner. A good Real Estate Agent follows a strict moral code, has your best interest at heart and will guide you through every step of your real estate transaction. He or she will make sure you know and understand what is going on every step of the way, and will ensure that you do not miss any deadlines. He or she will also negotiate on your behalf with the other side. He or she will be able to provide you with various preferred vendors or providers as needed, so that you do not need to stress over who to call, and how you are going to find them. Or you could just save yourself some time and trouble, and call me. I would be honored to be your Real Estate Agent!

## Listing Appointment

After you contact me, we will set up a time/date for me to visit you at the property. We will talk about all the things I have already mentioned above. I will walk around and take notes. I will also have already done research and will arrive at the appointment with a detailed report that can be

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used to help determine the value of your house. That will help you to make the best decision on how to price your house competitively per current market conditions. We will decide how quickly you want your house listed, and we will decide on the listing price. We will also talk about how we will arrange showing the property to potential buyers.

After the appointment, I will compile the seller's contract, and will send you documents that will require your signature. From that point on, I will do most of the work regarding contracts, marketing, negotiations, etc. And I will be available to answer any questions you may have, as well as guide you through the entire process. I will keep you informed of all critical dates, so that you don't miss a beat.

While we are working on selling your house, I can help you find your new home! If you are moving out of my service area, I have a huge network of highly qualified Realtors, all over the world that I can connect you with! And I will still be available to you even after closing.

## In Conclusion

I'm looking forward to working with you throughout your real estate journey. I am committed to providing you with exemplary service and satisfaction. If I meet or exceed your expectations, I would be humbly honored if you shared my information with your friends and family when they need a good Real Estate Agent. Even if you don't hire me as your Realtor, I am available to help you in whatever way I can. Even if you just need to find a good plumber.

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